



marketing automation

All of the following added to Salesforce. No integration. Installation included.

- **Lifecycle Management**

Create lifecycles for your leads & contacts in Salesforce. Configure time or activity based triggers to send emails, assign ownership, set tasks for internal team members, integrate with SMS solutions and more.

- **Campaign Automation**

Automatically filter Leads and Contacts into and out of targeted Campaigns as they meet custom thresholds.

- **Mass Email**

Mass email from within Salesforce campaigns. Full DKIM and SPF compliance.

- **Email Personalization**

Flexible options for personalization of email content based on recipient profile data. Create single templates that send personalized content to leads and contacts with the ability to pull content from anywhere inside of Salesforce, including custom objects.

- **Tracking & Scoring**

Track and score web, email and offline print activity. Make changes to any Salesforce fields (standard and custom) on Lead, Contact, Campaign, Account, or Opportunity when activity is recorded. Track anonymous activity until the point that it can be attributed to an individual.

- **Custom Object Support**

Full support for custom objects within Salesforce. Easily merge content from custom objects into email communications.

- **Installation Included**

Installation is included with all licences of Dashcord.

- **100% Native**

Being a fully native Salesforce application means that there is no need for integration with outside databases. All information is stored within Salesforce records, increasing profile completeness and eliminating the need to reconcile with outside databases. All data is natively available via standard Salesforce APIs and reports.